

IRON COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
DEMOGRAPHIC									
Population	31,653	32,883	33,779	34,506	34,920	35,507	36,310	2.3%	9
Total Non-Ag Employment	13,314	13,617	14,045	13,984		14,103	14,106	0.0%	9
Non-Ag Avg Monthly Wage	\$1,562	\$1,611	\$1,630	\$1,689		\$1,749	\$1,768	1.1%	22
Per Capita Income	\$15,836	\$15,572	\$16,047	\$16,873	\$17,432	\$17,939	\$18,494	3.1%	26
Unemployment Rate	4.0%	3.7%	3.1%	4.6%		5.3%	5.0%	-0.3%	8
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$86.6	\$80.2	\$78.4	\$75.5	\$127.3	\$63.7	\$63.0	-1.1%	9
Travel & Tourism Related Employment	1,603	1,504	1,484	1,501	1,044	1,599	1,848	15.6%	9
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from									
Traveler Spending	\$1,802.0	\$1,669.0	\$1,631.0	\$1,570.0	\$1,008.0	\$1,333.6	\$1,318.9	-1.1%	9
Gross Taxable Room Rents	\$12,214	\$12,776	\$14,058	\$13,017		\$13,653	\$15,030	10.1%	9
Transient Room Tax	\$366.4	\$383.3	\$421.7	\$390.5		\$409.6	\$450.9	10.1%	9
Restaurant Tax	\$275.7	\$281.4	\$303.7	\$309.9		\$324.1	\$336.3	3.8%	8
Car Rental Tax	--	--	--	--		--	--	--	--
Gross Taxable Retail Sales (millions)	\$358.6	\$404.0	\$417.2	\$420.5		\$457.1	\$480.1	5.0%	9
REGIONAL VISITATION COUNTS									
I-15 UT/AZ Traffic Count	6,139,300	6,359,030	6,396,625	6,674,025		7,206,925	7,278,100	1.0%	
Zion N.P.	2,370,048	2,449,664	2,432,348	2,227,490		2,647,775	2,458,791	-7.1%	
Bryce Canyon N.P.	1,166,331	1,081,521	1,099,275	1,068,619		886,436	903,760	2.0%	
Quail Creek S.P.	730,901	826,215	849,034	793,326		663,390	514,718	-22.4%	
Cedar Breaks N.M.	578,974	597,460	550,657	690,652		586,938	569,455	-3.0%	
Grand Staircase-Escalante N.M.	849,628	1,141,131	572,176	683,286		670,069	695,900	3.9%	
Snow Canyon S.P.	674,498	612,093	502,107	435,210		347,804	280,285	-19.4%	
Utah Shakespearean Festival	154,000	150,000	142,800	149,000		148,000	139,396	-5.8%	
Minersville S.P.	35,689	55,148	25,798	29,799		11,808	N/A	N/A	
Iron Mission S.P.	30,529	29,485	65,450	19,539		18,882	16,549	-12.4%	

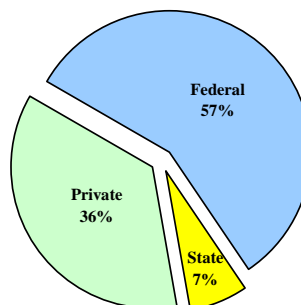
r = revised

Land Ownership - 2004		% Total
Total Acres in County	2,112,651	100.0%
Federal Government	1,206,094	57.1%
BLM	953,625	45.1%
US Forest Service	236,528	11.2%
National Recreation Areas	--	--
National Parks	8,859	0.4%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	7,082	0.3%
Other*	--	--
State Government	139,189	6.6%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	5,805	0.3%
State Trust Lands	133,384	6.3%
American Indian	2,507	0.1%
Private**	764,861	36.2%

*Includes Military and Bankhead Jones land

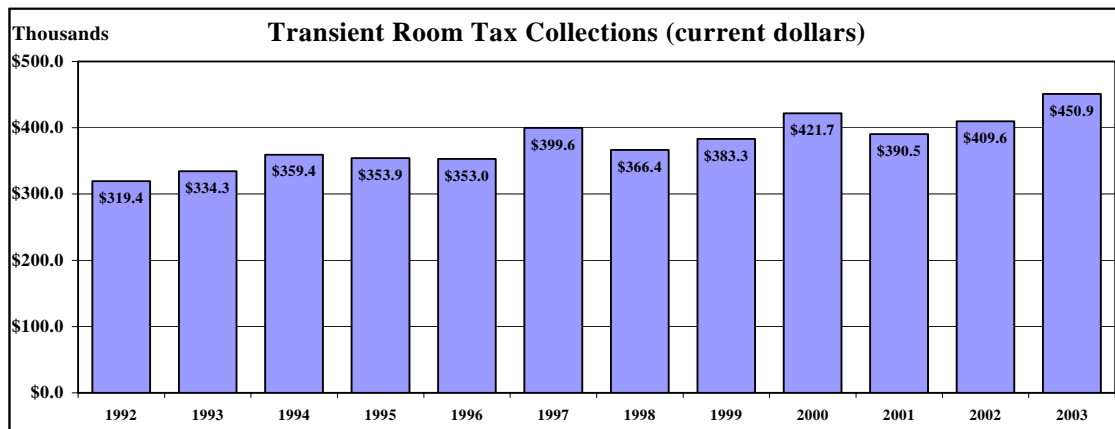
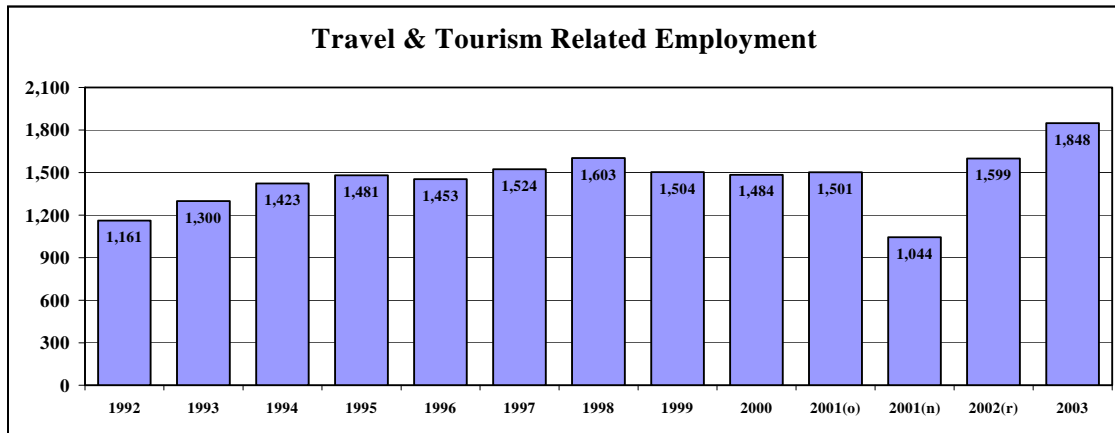
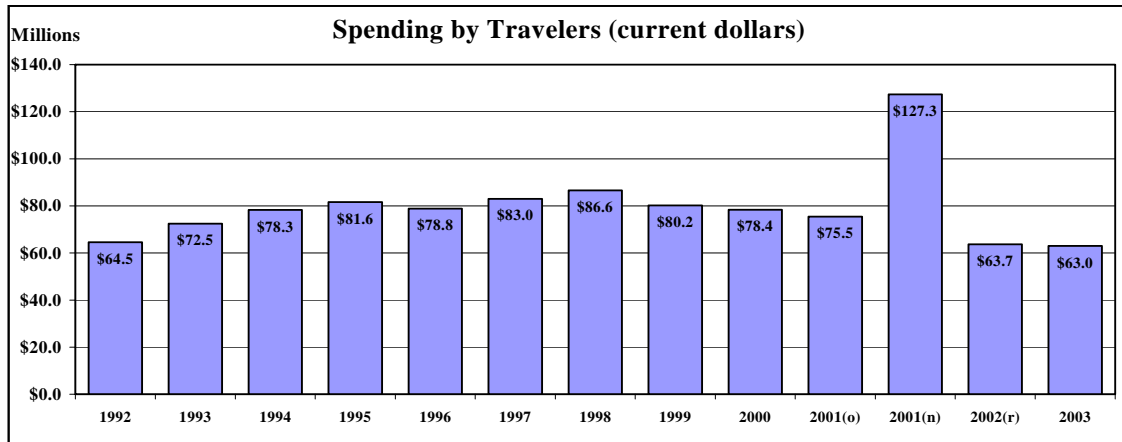
**May include some local government land

Land Ownership - 2004



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

Iron County Tourism Profile



r = revised

Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.